



Qualigence
International

+ Global Beverage Company

Targeted and identified individuals performing specific job duties in designated sectors, providing multiple hires for the client with a 2% average cost per hire.



A globally recognized beverage company was in need of competitive market intelligence in order to gain an understanding of the effective talent acquisition strategies for Sales & Marketing roles within the industry.

Their internal Recruiting team of eight individuals did not have the time or resources to take a deep dive into market mapping and turned to the Qualigence International Senior Research Consulting Team to utilize their expertise.

Qualigence International was tasked with utilizing its unique research methodologies to complete market intelligence that would reveal the following exclusive pieces of intel within competing organizations for the client:

- Organizational Mapping - Head of Sales & Marketing to Individual Contributor
- Competitor Size, Structure, Levels & Functions

The client then tasked Qualigence International Senior Research Consultants to develop, identify and report on key market trends from within the findings, including what the competing company structures suggest about current industry trends for retaining talent.



ACTION

Together with the client, Qualigence International's Senior Sales & Marketing Research Team developed a specific target list in order to locate and identify talent within designated competitive sectors. The Senior Research team then utilized unique research methodologies to uncover the detailed mapping intelligence requested by the client.

The Qualigence team really interacts with the data and paints a picture to give you an idea of what it tells you, not just collecting the data but interpreting it...it allows me to present to our directors some really good market intelligence a person normally wouldn't find.

Talent Acquisition Manager, Global Beverage Company



RESULTS

As a direct result of consistent communication and feedback, Qualigence International successfully targeted and identified individuals performing specific job duties in designated sectors, providing a comprehensive list from which the client could recruit as well as identifying market trends within the data.

Daily updates, working within the budget parameters, process monitoring, promptness, and thorough presentation allowed Qualigence International to successfully provide the client with exclusive market data data for strategic field insights.

The information we gained from Qualigence was not just for service delivery, but to understand the people we compete with for talent.

Talent Acquisition Manager, Global Beverage Company



NEXT STEPS

The client successfully utilized the market intelligence provided by Qualigence International in order to identify top performing talent in the industry as well as gain exclusive knowledge of talent acquisition tactics utilized by competitors.

Over the next several months, the client will recruit talent from the exclusive information provided. The client will share the information with their internal recruiting team and target talent by company and level.

As part of a longstanding relationship with Qualigence International, which has spanned national and global sectors for the client, several projects are underway for the client's Head of Talent Management.

The competitive data helps build a business case for our recruiting ...if they have six reports and we have 20, yet they do the job better than us, what does that suggest? If we bring someone here, will they be comfortable? The answers the data provides helps us find good people and gives us a good idea of the structures and layers and who we can go target.

Talent Acquisition Manager, Global Beverage Company

Uncover Your Next Great Hire

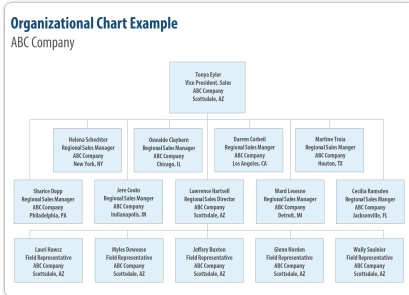
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**Qualigence
International**



Qualigence International



Qualigence International, the largest Recruitment Research and professional search firm in the US, proudly serves as a unique alternative to traditional retained or contingent recruiting models.

We're advocates of redefining talent acquisition, and empowering our clients with research and recruiting services that build business.

Recruitment Research Example

Company	Job Name	Location	Job ID	Post Date	Job Type	Openings	Lead
ABC Company	Chicago	USA	000001-4567	1/1/2014	Contract	10	http://example.com
ABC Company	Atlanta	USA	000002-4568	1/1/2014	Full Time	50	http://example.com
ABC Company	Chicago	USA	000003-4569	1/1/2014	Contract	15	http://example.com
ABC Company	San Francisco	USA	000004-4570	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000005-4571	1/1/2014	Contract	10	http://example.com
ABC Company	Paris	France	000006-4572	1/1/2014	Contract	10	http://example.com
ABC Company	Madrid	Spain	000007-4573	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000008-4574	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000009-4575	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000010-4576	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000011-4577	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000012-4578	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000013-4579	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000014-4580	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000015-4581	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000016-4582	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000017-4583	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000018-4584	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000019-4585	1/1/2014	Contract	10	http://example.com
ABC Company	London	UK	000020-4586	1/1/2014	Contract	10	http://example.com

Note: All data is for illustrative purposes only. All information is subject to change without notice. All information is subject to change without notice.

We can also provide: LinkedIn URLs & Biographical Information

By leveraging methodologies beyond online search, we're able to provide clients with strategic information on the entire talent pool, better equipping them to put their talent strategies in motion.

Here are a few of our clients with whom we have the pleasure of partnering:

Bank of America



MONSANTO



AstraZeneca



mongoDB

